

Vitamins in Argentina

September 2022

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Vitamins in Argentina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing health and wellness trends support sales of vitamins

Vitamins C and D see solid growth, driven by higher rates of health awareness

Bayer intensifies its advertising budget, while Arcor increases its presence in supermarkets with new multivitamins

PROSPECTS AND OPPORTUNITIES

Consumption of vitamins will be driven by specialised nutrition segmented by age, gender, and daily activities

New branded players, as well as private labels, expected to bolster vitamins further over the forecast period

Online sales forecast to gain additional ground over the forecast period

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